



WXYZ

# ORDER

Print Date 10/06/12 Page 1 of 4

Flight Dates **10/05/12-10/09/12**

Contract / Revision      **313878 /**  
Original Date / Revision  
                                  10/04/12    10/04/12  
Advertiser **Protect Working Families**

Agency    **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21  
 Washington, DC 20015**

Product  
**Protect Working Families**

Agency Com    15%

Billing Contact

**5505 Connecticut Avenue NW - #21  
 Washington, DC 20015**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #           **1707**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL           POL           ISS

Product Codes   PL

Priority                FX

Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	85	\$102,573.75	\$120,675.00	0.00	10/01/12	10/09/12	85	\$102,573.75	\$120,675.00
<b>Totals</b>	<b>85</b>	<b>\$102,573.75</b>	<b>\$120,675.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/05/12	10/09/12	430 AM News 7 Action News This Morni	CM	430a-5a	11--1--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/12	10/11/12	11--1--		3		\$300.00		0.00					
N 2	WXYZ	10/05/12	10/09/12	5am News M-F 5am News M-F	CM	5-6am M-F	11--1--	:30	3	\$900.00	FX	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/12	10/11/12	11--1--		3		\$900.00		0.00					
N 3	WXYZ	10/05/12	10/09/12	6am News M-F Action News 6am	CM	6-7am M-F	11--1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **313878** Flight Dates **10/05/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1707**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/05/12	10/09/12	6am News M-F Action News 6am	CM	6-7am M-F	11--1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$1,800.00		0.00			
N 4	WXYZ	10/05/12	10/09/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22--2--	:30	6	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	22--2--					6	\$2,000.00		0.00			
N 5	WXYZ	10/06/12	10/06/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S-					2	\$500.00		0.00			
N 6	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S-					2	\$900.00		0.00			
N 7	WXYZ	10/06/12	10/06/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S-					1	\$900.00		0.00			
N 8	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S					1	\$500.00		0.00			
N 9	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S					2	\$900.00		0.00			
N 10	WXYZ	10/07/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S					2	\$900.00		0.00			
N 11	WXYZ	10/05/12	10/09/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11--2--	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--2--					4	\$1,000.00		0.00			
N 12	WXYZ	10/05/12	10/09/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11--2--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--2--					4	\$800.00		0.00			
N 13	WXYZ	10/05/12	10/09/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11--2--	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--2--					4	\$1,500.00		0.00			
N 14	WXYZ	10/05/12	10/09/12	12-1pm M-F 12-1pm	CM	12-1pm	11--2--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--2--					4	\$1,200.00		0.00			
N 15	WXYZ	10/05/12	10/09/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11--2--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **313878** Flight Dates **10/05/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1707**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/05/12	10/09/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11--2--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--2--					4	\$800.00		0.00			
N 16	WXYZ	10/05/12	10/09/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11--1--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$800.00		0.00			
N 17	WXYZ	10/05/12	10/09/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	11--1--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$1,000.00		0.00			
N 18	WXYZ	10/05/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1---1--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	1---1--					2	\$1,400.00		0.00			
N 19	WXYZ	10/05/12	10/09/12	5p News 5-6pm M-F	CM	5-6pm M-F	11--1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$1,800.00		0.00			
N 20	WXYZ	10/05/12	10/09/12	6p News 6-630pm M-F	CM	6-630pm M-F	11--1--	:30	3	\$2,500.00	FX	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$2,500.00		0.00			
N 21	WXYZ	10/05/12	10/09/12	7p News M-F 7-730p	CM	7-730pm M-F	11--1--	:30	3	\$2,500.00	FX	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$2,500.00		0.00			
N 22	WXYZ	10/06/12	10/06/12	Early News Sa 7p (Foll 5M Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S-					1	\$2,000.00		0.00			
N 23	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	-----S					1	\$1,800.00		0.00			
N 24	WXYZ	10/05/12	10/09/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11--1--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	11--1--					3	\$3,000.00		0.00			
N 25	WXYZ	10/05/12	10/06/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	----11-	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	----11-					2	\$4,000.00		0.00			
N 26	WXYZ	10/05/12	10/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	----1--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	----1--					1	\$2,000.00		0.00			
N 27	WXYZ	10/05/12	10/09/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11--	1--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 10/06/12

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Contract / Revision **313878** Flight Dates **10/05/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1707**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WXYZ	10/05/12	10/09/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-11--1--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	11--1--					3	\$750.00		0.00			
N28	WXYZ	10/05/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	2---2--	:30	4	\$400.00	FX	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	2---2--					4	\$400.00		0.00			
N29	WXYZ	10/06/12	10/06/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-----S-					1	\$250.00		0.00			
N30	WXYZ	10/06/12	10/06/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-----S-					1	\$175.00		0.00			
N31	WXYZ	10/07/12	10/07/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-----S					1	\$1,000.00		0.00			
N32	WXYZ	10/07/12	10/07/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-----S					2	\$250.00		0.00			
N33	WXYZ	10/09/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm Tuesday	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-T-----					1	\$7,500.00		0.00			
N34	WXYZ	10/05/12	10/05/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	----F--					1	\$3,000.00		0.00			
N35	WXYZ	10/06/12	10/06/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	-----S-					1	\$3,000.00		0.00			
Totals														85	\$120,675.00